

Photos (left to right):

Professor Tom Fowler (center) works with students in a studio classroom (College of Architecture and Environmental Design).

Professor Raul Cano provides hands-on laboratory experience for students (College of Science and Mathematics). (Photo by Ken Chen)

An environmental horticultural science student pots a plant in the Poly Plant Shop (College of Agriculture).

Students in University Graphics Systems use the Heidelberg sheet-fed press (College of Liberal Arts). (Photo by Ken Chen)



Strengthening our *Advantage*

Cal Poly launches \$225 million campaign



For the past 100 years, Cal Poly's "learn-by-doing" philosophy has defined what we do, and how we teach, learn, and live as a community. It is Cal Poly's unique educational advantage. To enhance learn-by-doing educational experiences, the university has embarked on a monumental \$225 million fundraising campaign, the largest fundraising effort ever launched in the 23-campus CSU system or by any public comprehensive institution in the country.

When the public phase of Cal Poly's Centennial Campaign, "Strengthening Our Advantage," was announced in April 2001, more than \$120 million had been raised. The leadership phase of the campaign began in January 1998, and the public phase will conclude in December 2004.

"The Centennial Campaign is an opportunity to renew the university's vision, expand its offerings, and strengthen its advantage," says Warren J. Baker, who has been Cal Poly president since 1979. "It is a privilege for me to be part of this effort that will launch Cal Poly into its second century."

Two alumni with strong ties to Cal Poly are serving as volunteer co-chairs of the campaign.

Bob Cardoza (AGB '65) is president of The Cardoza Company, a consulting and investment firm, and has two daughters who have graduated from Cal Poly as well as a son who is a current student.

"When I was asked to serve as co-chair, I saw it as an opportunity to repay the university for all it has done for me and my family," Cardoza says.



"It's a known fact that Cal Poly graduates are heavily recruited by business and industry. This campaign will allow the university to continue providing high-quality graduates who can go on to become industry's top managers within a short time," he adds.

The other co-chair is Jim Considine (BUS '68), principal and president of the investment and management firm Ryder Stilwell Inc. Two of his three daughters are also alumni.

"Education is the great enabler—it allows people to advance socially and economically," Considine says. "Cal Poly needs additional capital to continue to do what it does best, and that is graduate excellent employees and citizens."

Cardoza and Considine believe that in order to enhance and preserve the unique resource that Cal Poly is, a pattern of giving from alumni, parents, faculty, students, and industry must be encouraged and fostered.

"It will take the total buy-in of everyone associated with the university and those who benefit from our graduates to work together to make this successful," Cardoza says.

Considine believes that alumni and industry, in particular, have a vested interest in the campaign's success. "The increased value of their degree will benefit alumni, and industry will be assured of a continuing pipeline of

highly trained employees."

The campaign encompasses the entire campus—each of the six colleges plus Athletics, Student Affairs, the Robert E. Kennedy Library, and the University Center for Teacher Education.

The specific needs and fundraising goals for each college and unit vary, but they focus on five categories: supporting students, supporting faculty and staff, enhancing learning, enhancing and developing campus facilities, and developing state-of-the-art instructional technology and library services.

Campaign resources will be used to create endowments and



annual support for scholarships and internships, faculty positions and faculty development; to build new facilities, studio classrooms, and laboratories, as well as redevelop existing facilities; to develop new academic programs; to update instructional technology; and to strengthen the library.

Each college and unit, as well as the university as a whole, has a

campaign committee, with about 100 volunteers working to help Cal Poly reach the campaign's goal. In addition, about 700 industry and community leaders serve on existing advisory councils for the colleges and academic departments.

"Volunteers are the backbone of this ambitious campaign. They are the ones who lead the way by lending their names, time, and energy to attract private support for Cal Poly," Baker says. "At Cal Poly, we believe that the whole is greater than the sum of its parts, and that the stronger the individual parts, the greater the whole. This belief is the foundation of the university's centennial campaign."

The goal of the centennial campaign is to build a strong foundation of private support to strengthen Cal Poly's advantage for the next 100 years and secure its position as the nation's finest public undergraduate institution. 

